

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62.41  
I-3333  
2-13-14 274

1922 CATALOG OF SMALL FRUITS



King Wealthy and Premier  
Two New Varieties of Extra  
Quality  
**TRY THEM**



Grown and for Sale by  
**E. W. POTTER,** **Leslie, Mich.**

April 11th, 1921.

Mr. E. W. Potter, Leslie, Mich.

Dear Sir:—

The plants you sent came duly by parcel post. They arrived in perfect condition. Messrs. Cooper, Christensen and Cummins join me in expressing their gratitude and high appreciation of your more than generous treatment of them under the conditions. We each and all wish to thank you for the very honorable treatment accorded us and will say that in the future we will know on whom to depend for any plants we may need.

Sincerely yours,  
A. E. MINER, Trumbul Co., Ohio.

(NO KICK COMING)

Knox, Ind., April 25th, 1921.

Mr. E. W. Potter, Leslie, Mich.

Dear Sir:—

Enclosed find order for \$2.70. I would like to have you send me 150 Progressive Everbearing strawberry plants by parcel post as I know they will be good, as all my Raspberries, Blackberries and Strawberries were fine, and I only had one strawberry plant die out of the 1200 I got. So, of course, I have no kick coming, and if any one wants to know if your plants will grow tell them to write to

GEO. SURRELL, Knox Co., Ind.

Dear Sir:—

The plants arrived all O. K. and the finest I have ever seen. I have them all laying on my basement floor waiting for a down pour of rain that we are about to get as it is sprinkling now.

Enclosed please find my check for \$22.00 in payment of same. Thanking you for the quick service rendered and also your selection of same I beg to remain,

Very truly yours,  
F. J. MINER, Lake Co., Ohio.

April 5th, 1921.

E. W. Potter.

Received the plants in good condition.

FRITZ LOVETZOW, Scott, Iowa.

## A VISIT WITH OUR CUSTOMERS

**L**AST SEASON, while not the best on record for fruiting the small fruit, was a record breaker as to price. With the early varieties selling at 30c per quart, Dunlap at 25c and later Stevens, Gandy, and King Wealthy at 30c (wholesale) should please the average grower. This goes to show that even during times of depression there is a good opportunity for the progressive fruit grower.

We are all aware that opportunity is knocking at our door. Let us stop, look, listen, and awaken to the fact that the time is here when we must make extra efforts along all lines. We, as fruit growers, hope to make the best of our share, and, no doubt, will all take advantage of everything that is offered us along the line of progression.

We, of course, are aware that there are many failures along every line of work, and no doubt, some of these could be avoided. As fruit growers we have our share of failures, but during our long experience in the small fruit business have learned that some failures are a blessing in disguise.

Perhaps you have had failures with your strawberries or other small fruits, due to the fact that the variety you were growing was not adapted to your soil. Experience has taught us that all varieties do not do well on all kinds of soil. For instance, a small grower in the east, several years ago, sent us a few plants of a new variety that he wished us to introduce. He gave us the very best proof that it was a success in his section. The proof was so strong that we were quite inclined to give the berry more than an average chance. But, I am sorry to say, it was an entire failure with us. This Eastern grower was quite impatient and could not see why his new berry was not a success here.

I am only stating these facts to show you that many failures in the berry production are by not having the proper variety.

Many of the large successful growers have experimented with nearly all the standard varieties and have found the proper ones to use in their section. The experience of these large growers has been a great help to us as we have been able to pass some of this experience along to many unfortunate growers. We have many customers in the West who will not buy anything but Marshall. In many sections of Ohio the growers say that Bubach and Glen Mary are the reliable ones.

It behooves you as a successful grower to try out some of these new varieties which are offered each season. If you are in doubt as to what is best for your section, write us fully regarding this matter. We may be able to give you some help.

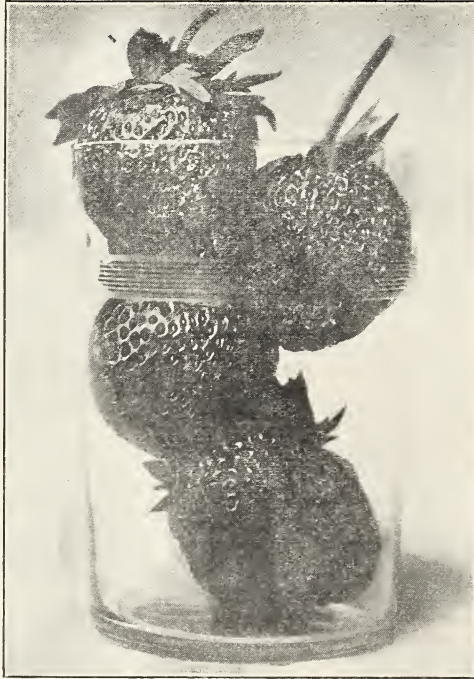
The past season has been a peculiar one for the plant grower. The extreme drought during midseason was felt very keenly in the East. Some of our brother plant growers state that fully one-half of their crop of plants was ruined by the dry weather. Michigan was fortunate along this line. We have an average crop of plants. The early rains of September helped them to take root early. We have exceptionally heavy rooted plants to offer for the spring trade. We are offering a few of the newer varieties for the first time. We do not attempt to offer any of the untested varieties as you well know.

We take this opportunity to express our gratitude for the goodly number of orders you have sent us in the past and hope that you have appreciated all we have done for the Plant Industry. Give us your orders early.

Sincerely,

E. W. POTTER, Prop.  
O. B. WOOD, Mgr.





## A LARGE CANNING BERRY

As fruit growers, you are aware that the average housewife waits until fruit is about gone before thinking about her canning berries. We have for years been looking for a dark red, late berry that would please the MRS. after Dunlap and Warfield are gone. We believe that we have at last found the one that will fill the place. The berry which we are referring to has been fruited by this firm for several years. We have been telling you that Dunlap and Warfield are the great canning berries and we still contend that they are. But if you will plant KING WEALTHY you can furnish the housewife with a large dark red, fancy berry late in the season. TRY THEM AND BE CONVINCED.

August 26th, 1921.

E. W. Potter, Leslie, Mich.

Dear Sir:—

Last spring I ordered some plants from you among them being King Wealthy. I have been raising strawberry plants in a small way for my own use for 60 years and I never saw the equal of King Wealthy for vigor and plant prolificness. If the plant is any indication of what the fruit will be it must be a wonderful berry and no other variety would seem necessary. I shall certainly look forward with great expectations to the fruiting season.

Yours truly,

JOHN ROOT, Henry Co., Ill.

December 15th, 1921.

E. W. Potter, Leslie, Mich.

Dear Sir:—

The King Wealthy plants received from you last year were a great surprise to us, and all who saw them remarked at the large dark red,

juicy berries.

Plants were loaded with fruit but the unusually dry season shortened the crop. Will have a nice lot of plants to set out in the spring. They began to ripen just as the Dunlap were through. The pennell also were all you claim for them. Wishing you continued success, I remain an old customer,

P. L. XANDER, Eaton Co., Mich.  
October 17th, 1921.

Dear Sir:—

I am very glad to state that the King Wealthy strawberry is one of the very best if not the best berry that I fruited last spring. They made a good plant row and the fruit had a very fine flavor. I usually hunted out that row every time I went to the patch. The size of the fruit is O. K.

Sincerely,  
ALBERT J. LIVEZEY,  
Belmont Co., Ohio.

October 7th, 1921.

Dear Sir:—

In regard to the King Wealthy strawberry plants purchased from you two years ago and fruiting this season would say that the fruit was the attraction of all who saw them, and I never saw before so much fruit set on the plants. However, owing to the dryest season I ever experienced and the freezing weather in the spring I had a fair crop. While my Senator Dunlap, my old stand-by, was a failure. I look for a good crop next season, and you may count on my sending for more King Wealthy plants next spring. Some of my neighbors will also send for some plants. The fruit was excellent. The plants this fall are very large and a good stand.

Respectfully,

E. G. McMURRAY, Huntington Co., Ind.

October 10th, 1921.

Dear Sir:—

The King Wealthy was one of the biggest strawberry and the best bearing I ever raised. They make lots of plants. Don't want anything better. Don't think you could get plants of any other kind to beat the King Wealthy. The drought hurt some of my other plants but it did not hurt the King Wealthy. I had a fine crop of big berries. My neighbors said such big berries they never saw. Will put out another patch next spring.

Yours truly,

W. H. BARNES, Bureau Co., Ill.

October 13th, 1921.

Dear Sir:—

The King Wealthy strawberry is a good berry for home use. It is a very productive berry of fine flavor. It is a good plant maker. The spring frost injured a lot of my fruit but the King Wealthy did as well as any.

Respectfully,

R. M. TEETER, Washtenaw Co., Mich.

October 7th, 1921.

Dear Sir:—

The King Wealthy made a fine showing with me this, my first, season. It is a strong grower making about the right amount of plants for a good fruiting row. Of the 15 varieties fruited this season the King Wealthy produced as many quarts as any of the other varieties. The berries were large and of extra quality, and did not ripen until the others were about gone.

Yours respectfully,

HENRY PHELPS, Calhoun Co., Mich.

October 10th, 1921.

Dear Sir:—

I was unfortunate in setting my King Wealthy on wet ground where they nearly all drowned out, only saved 75 plants. So had nothing to fruit. To make out my row I set the plants 3 feet apart and even at this distance they had made an extra good fruiting row of large, healthy, clean plants. Could ask for nothing better. If the fruit is anywhere near as good as the other plants, you have got something good.

Respectfully,

S. M. GOODHUE, Merrimac Co. N. H.

October 7th, 1921.

My dear Sir:—

I ordered some King Wealthy of you last year but the ground I put them on was not good ground. Notwithstanding this, they bore this year although the frost hurt them very much. The fruit was very nice and they made a fairly number of plants. I am sure if the ground had been right and with proper care I would have had good results from them. At any rate I shall order from you in the spring.

Yours very truly,

A. A. THROOP, Kent Co., Mich.

October 10th, 1921.

Dear Sir:—

I believe the King Wealthy strawberry is as good a berry as grows. The fruit this summer was very beautiful in size, color and shape and the flavor very sweet. I like them very much. The fruit hangs in clusters all around the mother plant. Makes picking very easy. They ripen directly after the Dunlap.

Respectfully,

GEO. ROSA, Jackson Co., Mich.

April 12th, 1921.

E. W. Potter.

Dear Sir:—

Received the plants in good condition.

CHAS. REYNOLDS, Marshall Co., Ill.

April 22th, 1921.

Dear Sir:—

The plants came in fine shape and are fine.

J. STEWART McCOY, Jefferson Co., Ohio.

April 21st, 1921.

Dear Sir:—

Please send me 25 more progressive. The first I got were very nice plants and in good order.

J. F. BARTH, Auglaize Co., Ohio.

April 15th, 1921.

Mr. Potter.

Your strawberries arrived in fine shape. Now, kindly send me 50 Red Raspberries.

MRS. F. J. BLANK, Jackson Co. Mich.

April 13th, 1921.

Mr. Potter.

Having plants set and believe all will live. Thanks.

Respectfully,

MRS. C. FOX, Boone Co., Ill.



## STRAWBERRIES WE GROW

### ABINGTON (Per.)

I have been growing strawberries for a good many years, have fruited the Abington, and it is the best all-around market berry that I have ever raised. In productiveness it is always ahead of Bubach or Sharpless. The color is bright red; it is firm and of good quality, and has yielded at the rate of 9,720 quarts per acre in matted rows. I claim it is the best yielder and the largest matted row perfect berry that has been introduced to date. (Introducer).

We have fruited Abington for years and find it a strong grower, with large, luxuriant foliage. The fruit is large, quite similar in size and shape and color to Sharpless, but more abundant. (Midseason).

### AROMA (Per.)

One of the most popular late varieties. A good plant and a good bearer of large, handsome fruit; bright red in color; uniform roundish heart shape; firm and of good quality. Somewhat resembles Gandy in appearance. A choice variety and reliable.

### AUGUST LUTHER (Per.)

Standard early market. For several years this has been our first choice for early market among the standards. More desirable than Excelsior with us, as of better quality, larger average, size and ripening more berries in the early season. A good grower and reliable. Fruit large, glossy bright red, firm and of good quality. This berry comes early, always making a good crop before berries lower much in price, and is growing more productive every year.

### BUBACH (Imp.)

Fruit large, moderately firm, good color and quality; well known standard variety; productive and reliable. Midseason. We are nearly always sold out of this variety before the season is over.

### BILLY SUNDAY (Per.)

Plants purchased from the originator, Mr. Yost of Ohio. Plants very healthy, tall, dark green foliage; long, heavy fruit stalks making berries easily gathered. The fruit is very large, glossy red, slightly wedge shaped, uniform in shape and size. It has a delicious flavor, firm and a good shipper. Ripens about the same season as Haverland.

### BEDERWOOD (Per.)

Well known standard early market variety. A tough, healthy grower. Very successful, especially in the west prairie country. Fruit medium to large size; round, bright red, good quality. A good carrier and very productive.

### BRANDYWINE (Per.)

Fruit large, dark red, quite firm; good quality; not always at its best in some sections, but a good variety in others; requiring strong loam soil and high culture for best results. Medium late.

April 16th, 1921.

Dear Sir:—

Received plants in good shape and am well pleased.

Yours truly,

J. N. ASKINS, Piatt Co. Ill.

**CAMERON'S EARLY (Per.)**

Extra early. This fruit is of good size for so early a berry; medium red in color and of good quality. A vigorous grower, with tall foliage to protect the bloom from late frosts. Productive and reliable.

**CLYDE (Per.)**

Very productive. Fruit large, round, bright glossy red. Large, healthy plants. Well known standard market variety. Midseason.

**CAMPBELL'S EARLY (Per.)**

Fruited here for the first time under favorable conditions. Showed up better than even we expected. It fruited very early, producing a good crop of large bright red berries. Worthy of trial.

**COMMONWEALTH (Per.)**

Very late, James Munroe, (the introducer), in his description says the Commonwealth is the outcome of the desire and effort to produce a berry that would lengthen the strawberry season. In it we have a berry that is as large as the largest, as productive as any, has fine flavor, as solid, and as dark a color as any. The plant is a strong grower, but not so rank as some. The fruit is large, firm, dark color and very handsome. Judging from the orders we have received for these plants our customers are beginning to realize what a valuable variety this is for late fancy fruit. Later than Gandy.

**CORSICAN (Per.)**

This is a favorite variety especially around Rochester, N. Y. The plants are large and good growers. Fruit large, longish heart shape, good quality; stands shipment well. Midseason. Very similar in plant and fruit to Uncle Jim. A good variety.

**CHESAPEAKE (Per.)**

This is comparatively a new variety. If it was a better plant maker it would be the leading late berry for it has them all beaten for size, productiveness and quality. We have tried it on all kinds of soils, but fail to get a good plant row. We hear similar results from other sections. The berry is large and regular in shape; color bright red. Quality much better than Gandy.

**COLLINS (Per.)**

Introduced by a western Michigan fruit grower who claims it is his best cropper. With us it made a good fruit row, produced some good fruit, but no better than other varieties of a similar nature.

**DR. BURRILL (Per.)**

This variety stands among the very best in the midseason strawberries. Several dealers say as good as Dunlap or better. It resembles Dunlap in many ways. It is exceedingly productive, of medium to large, well shaped, glossy red. Through and through we have yet to hear a poor report on Dr. Burrill.

**EXCELSIOR (Per.)**

The well known standard early market variety. Plants vigorous, making many runners. Fruit medium to large size; round, dark red; firm quite tart. Reliable and productive.

**EARLY OZARK (Per.)**

Early. The introducer of this berry says it is a cross between Excelsior and Aroma. He further states that it is a perfect bloomer and has very large

blossoms that are rich with pollen. It is the largest extreme early variety I have ever tested. The plants grow strong and are healthy. The fruit is firm, excellent flavor and good color, being bright red, about the same as the Aroma. It is said to be very productive. The fruit is large, good color and firm.

#### GANDY (Per.)

Fruit large, firm, high quality and handsome. A good grower and productive. The well known standard late shipping berry.

#### GLEN MARY (Imp.)

Fruit large, dark red, quite firm and good quality. A good grower, productive and reliable. This variety has small stamens, sufficient for itself, but not to fertilize adjoining pistillates, and so we class it as an imperfect bloom. Midseason to late.

#### GIBSON (Per.)

This is not the old variety of that name which originated in eastern New York several years ago, but a distinct variety of local fame. The berry is large and regular in shape, holding its size well to the end of the season. Color rich red. Flavor is neither too sweet nor too sour, but just right for canning. It makes a good plant row and is worthy of trial.

#### HERITAGE (Per.)

Midseason. After fruiting this variety another season we can say that it came up to our expectations. The plant grows very large with extremely heavy crown. The fruit is large and handsome. The berry is quite dark, shiny crimson. It is quite a favorite in some sections.

#### HOWARD NO. 17 (Per.)

Fruited here for the first time. Produced good sized fruit of fair quality. Large, stocky plants, making a good fruit row. Worthy of trial.

#### HAVERLAND (Imp.)

Very productive. Large fruit, rather long; bright light red; firm, good quality. Plants large and vigorous. Well known standard variety and reliable. Season early to late.

#### JOE JOHNSON (Per.)

A new variety from Maryland, and said to be very productive there. It made a splendid row with us and produced some nice fruit. It is a good addition to the late sorts.

April 5th, 1921.

Dear Sir:—

Strawberry plants arrived in good shape and am well pleased with them. I am enclosing check for 2200 more. I bought 1000 plants from you two years ago and I find they are just as you said they were.

Respectfully,

H. A. HAYNES, Meade Co., Ky.



**KING WEALTHY (Per.)**

SEASON EXTREME LATE. I have been telling you for the past two seasons of the good qualities which we think belong to this variety. We have not changed our mind and if it were possible we would like to show each one of you a crate of this fruit at fruiting time. This is a large, fancy, fine variety, so we cannot help saying it is the best late berry. There may be something better, but if there is the writer has not seen same. This is the only berry we would suggest as a perfect canning berry. It makes a good growth of plants producing a large crop extremely late. Please read what some of our customers say in their testimonials. Try a few and be convinced.

**KELLOGG'S PRIZE (Imp.)**

This Pistillate variety is claimed to cover a long season. After giving it a good trial we find it to be a variety of great merit. It was one of the best varieties we fruited the past season. The plants are strong growers and very productive. The fruit is high color, fine flavor and very large. Quite late.

**LATE JERSEY GIANT (Per.)**

New. Claimed to be late as Gandy but better. With us it is a poor plant maker, but produced some large, fancy fruit quite late.

**MARSHALL (Per.)**

A standard of excellence. Fruit large. Very dark red; heart shape, firm and of high quality. A moderate plant maker of large, stocky plants.

**PARSON'S BEAUTY (Per.)**

A good, healthy grower and an immense cropper of large, solid, dark red berries of good form and quality. There is probably not a variety among the standards that will outyield it, or a more reliable. A first-class variety, with a long season.

**PENNELL (Per.)**

Fruit large, nearly round; dark, rich red color; firm and of the very highest quality. We think more of the Pennell every year. It always bears abundantly, and is one of the varieties to which we direct friends who visit us at fruiting, who want something extra fine. Grow Pennell on strong loam and be surprised with the large size and excellence of this berry. An all-season variety.

**PREMIER (Per.)**

An early variety being large, of extra good quality, and color being fine which makes it a good shipping berry. We consider this one of the larger of the earlier varieties. The berries are firm and beautiful form and have few weak points. Has extra long season and is worthy of trial.

**ST. LOUIS (Per.)**

While some claim this variety is a second early, we find it extra early and one of the first to ripen. We have been highly pleased with it for some time and can recommend it as Queen of the Earlies. This berry is not firm enough for long shipping, but as it has so many good points every grower should plant some. Mr. Bauer, the introducer, claims to have grown them so large that twelve of them would fill a quart basket. As grown here, it makes a strong, healthy plant, with plenty of runners. Fruit very large for such an early berry. Light red color, nearly round and good quality.



**STEVENS LATE CHAMPION (Per.)**

A comparatively new variety that has become rapidly popular as one of the very best late varieties for market. It is a splendid, healthy grower, with tall, dark green foliage and long runners. The fruit is large and fine, resembling Gandy. Firm and of good quality, outyielding Gandy here last year and selling at the highest prices. It is certainly a good variety.

**SAMPLE (Imp.)**

Standard market variety. Midseason to late. Fruit large, roundish conical; bright glossy red; moderately firm and of good quality. A good grower. Productive and reliable.

**SENATOR DUNLAP (Per.)**

This variety has given general satisfaction in almost all sections and all kinds of soil, and the demand for plants increases each season. It makes plants of only medium size but tough and hardy, with long roots and a surprising capacity for enduring hardships. It is very productive and usually matures every berry. They are of good size, bright glossy red, and of excellent quality. It is a first class shipper, and retains its brightness long after being picked. It ripens early and continues a long time in fruit. It is grown largely as a commercial berry.

**UNCLE JIM (Per.)**

Ever since we introduced this variety we have given the history and a long description of it. Since it is so well known we feel it useless to write so much. For the benefit of those who receive this catalog for the first time we give the following description: This variety is an excellent grower of large, stocky plants. The roots grow down deep in the soil, making it very popular in sections with limited rainfall. The fruit is very large, high colored and of excellent quality. It is famous for its delicate, rich, sub-acid flavor which makes it possible for the most confirmed dyspeptic to enjoy. We can recommend this variety to those looking for large, fancy fruit.

**WARFIELD (Imp.)**

The well known standard shipping and canning berry. Plants are vigorous and productive. Fruit large, nearly round, dark glossy red, firm and of good quality. Midseason. This and Dunlap make a good, strong team.

**WM. BELT (Per.)**

This variety is large planted in some sections, while in others it is inclined to rust. It is a fancy variety that always brings fancy prices. It is quite productive, berries very large, roundish conical, color a bright glossy red, and the flavor good. Midseason.

April 9th, 1921.

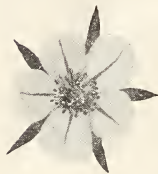
Dear Sir:—

The plants came in good shape. Splendid plants, too.

Respectfully,

R. A. WOODS, Warren Co., Ill.

## STRAWBERRIES



Perfect Blossom

All strawberry blossoms are either staminate—also called perfect—or pistillate, generally called imperfect.

The imperfect varieties, which are marked (Imp.) in catalog should have a perfect variety, marked (Per.) set every third or fourth row to properly pollerize the blossoms of the imperfect sorts.

There seems to be a mistaken idea with some that this mixing of varieties is necessary with the perfect as well as the imperfect sorts; but this is not so. The perfect are self pollenizing, and bear as well if set by themselves.



Imperfect Blossom

*Substitution*—We desire to furnish each customer exactly what he orders, but sometimes find the variety all sold before his order is reached. If marked “no substitution,” we are obliged to disappoint our customers by returning money late in the season, although able to supply another sort of like season and of equal if not greater value. In such case, except for new varieties for testing, unless the order is marked “no substitution,” we will understand you desire us to use our best judgment for your benefit, and we will, if thus permitted, give extra count or include something new and valuable.

## FALL BEARING VARIETIES

The Everbearing strawberry has been tested in every locality and has proven its value in every place where fair attention has been given it. No doubt there are many people that have never heard of Everbearing but the time is coming when every garden will have them. The plants are absolutely hardy and with ordinary conditions you will get as good a crop in June as from the June varieties and with fairly favorable weather you will get berries from July until freezing weather. They will stand more freezing than other sorts. Try them.

### PROGRESSIVE (Per.)

This is a vigorous, thrifty grower making a mated row of 2 or 3 feet wide. In fact, the best plant maker of all the fall bearing kinds. The color of the foliage, manner and habit of growth somewhat resembles the Dunlap. The fruit is medium to large in size, of a deep dark glossy red. The quality of the fruit is not ordinary or medium, but is extraordinary, ranking with the very best. Mr. Harlow Rockhill of Iowa is the originator of this wonderful variety and he has reason to be proud of it. He says, “Progressive is a leader in this country.” Keep blossoms picked off until about July if you want a full crop.

**SUPERB (Per.)**

This variety was originated by Samuel Cooper of New York and is certainly worthy of a place in the fall bearing list. It makes large, beautiful, vigorous and thrifty plants and about enough for a good fruiting row. The plants resemble Glen Mary for size. The fruit is medium to large and very attractive. This variety does not bear so heavily on the first season runners as Progressive, but mostly from the mother plants, so it does well in hills. The fruit is of excellent quality and can be shipped a long distance; in fact, all the fall bearing sorts will stand long distance shipping. I am discarding Americus and Productive, two varieties of the everbearing, because they do not make enough plants to be profitable.

**AMERICUS (Per.)**

One of the best known and the most prominent of the everbearing. A seedling of the Pan American. Plants are strong and deep rooted. The fruit is firm and medium to large in size, light red, and extra good quality. It is a fairly good plant maker. It will produce fruit on the new plants soon as well rooted.

August 18th, 1921.

Dear Sir:—

I have planned to write you for some time about the plants I got from you last spring. When they came I trenched them for ten days. It snowed and froze for several days, but I wish you could see them now. I set them 14 inches apart in the row, 3 feet apart and I only lost 15 out of the 400. The rows are nearly solid now and the finest plants I ever bought. Your plants are the BEST. I want 100 of the Fall bearing next spring.

Yours truly,

F. B. PECK, Summit Co., Ohio.

**NORTHERN GROWN PLANTS**

A strawberry plant is never in so prime a condition as when fully grown, matured and dormant. Our friends in the South have recognized that our Northern grown plants are safer to set, because of their more dormant condition on arrival, while commercial growers in the North and West would not think of setting Southern stock of a more advanced growth. We also hold that while the strawberry will grow and thrive nearly everywhere, the North is its natural home, where it fits the conditions more naturally for a higher development.

**SETTING STRAWBERRY PLANTS IN THE FALL**

For several years we have tried to please our customers who in some way fail to get their plants in the spring by sending them a few in the fall. The past three of four seasons has been so very dry that it has been impossible to send out any plants in the fall. It is not practical to set plants at this time of the year as they do not get start enough.

We are anxious at all times to please our customers but prefer you to obtain your plants in the springtime as that is the natural and proper time to set plants. To those who are unfortunate and do not obtain their plants in the spring we will supply in small lots at \$2.00 per 100. In favorable seasons they can be dug about September 15th.



## RASPBERRIES

Any soil that will produce good field crops is suitable for raspberries. The red and black varieties have proven a very profitable crop for the past few years, and every fruit grower should plant a few.

We generally set Black Caps about 3 or 4 feet apart in row, and rows 6 to 7 feet apart. The red varieties may be set 6 feet by 3 feet.

### RED RASPBERRIES CUTHBERT

This is a valuable variety, well tested throughout the country. It is a rank, vigorous grower, making many plants, which should be kept cut back with the hoe or cultivator. It ripens midseason and continues to very late. The quality is good. Dozen, 40c; 50, \$1.00; 1000, \$15.00.

#### ST. REGIES

This wonderful Red Raspberry pleased us again this season. It ripens about a week earlier than Cuthbert, not quite as large as Cuthbert but produces as many bushels per acre. It is a money maker. The new canes produce fruit in the fall. By express, dozen, 60c; 100, \$3.00; 500, \$15.00; 1000, \$30.00.

### BLACK RASPBERRIES PLUM FARMER

One of the new varieties of Black Caps. It has given great satisfaction and growers are enthusiastic over it. A vigorous grower and hardy. The fruit is large, like Cumberland, but a little earlier season. Per dozen, 40c; 50, \$1.50; 100, \$2.75; 500, \$12.50; 1000, \$25.00.

## BLACKBERRIES

The culture is about the same as the raspberry. The canes should be pinched back when they reach the height of 3½ to 4 feet. They should be planted in rows 6 or 7 feet apart and 3 to 5 feet in the rows.

#### ELDORADO

This is undoubtedly one of the best blackberries. Its large size and delicious quality puts it far in advance of some other varieties. It is very hardy and never winter kills in northern climate. The berries are large, jet black, borne in large clusters and ripen well together. Dozen, 60c; 100, \$3.00; 1000, \$30.00.

April 9th, 1921.

Dear Sir:—

The strawberry plants came in fine condition and are fine plants as usual. I am impatient for the weather to straighten up so I can plant them out. Thank you.

Yours,  
THOS. J. BARNES,  
Tippecanoe Co., Ind.

March 31st, 1921.

Dear Sir:—

Received plants Saturday in good shape. Thanks.

PAUL W. PAULSELL,  
Pelps Co., Mich.

June 2nd, 1921.

Dear Sir:—

Yours with inclosure received, today. Was very much pleased with the plants. They came yesterday in fine shape. Thanks for your very prompt shipment.

Respectfully yours,  
L. A. CLARK,  
Calhoun Co., Mich.

April 8th, 1921.

Dear Sir:—

Strawberry plants received O. K. Nice plants.

Yours as ever,  
FRANK R. MILLER,  
Lucas, Ohio.



## STRAWBERRY CULTURE

Here it is not our purpose to try to tell you all there is to know about growing strawberries. Many books would be too few to hold all that might be written. It is our intention only to give you the outlines; tell you the things you must do, if you do nothing else. For all the rest we must refer you to the many most worthy books and magazines which deal with these matters. Every strawberry grower ought to have a good fruit paper. If we can set you straight at the beginning on the things which are the most important of all we will be happy to have done so. First and foremost though, remember that you must have select, high quality, sturdy plants; these lacking you are all wrong.

### SOIL CONDITIONS

Generally speaking, any soil that will produce a good crop of corn or potatoes will produce a good crop of strawberries. It must be well drained either naturally or artificially. The well drained soil is lighter and better for it will longest keep the moisture the strawberry plant or any other plant must have. Choose a good length of time. Remember that the strawberry ripens at a time when you may reasonably expect drouth. Provide, therefore, far in advance for this very thing. Take lots of pains. Your Strawberry crop is of more value than the ordinary farm crop. It will therefore, repay more completely any work you put on it. Get the soil in perfect condition; supply it with the necessary plant food.

### MANURING THE GROUND

When the soil is at all deficient in fertility we would advise using *well-rotted stable manure*. If possible, apply it the year previous to setting out the plants and grow some crop that must be thoroughly cultivated or hoed. This will put the soil into the very best possible condition for the strawberry bed.

We would caution against the use of new stable manure for the reason that it contains so often a great many weed seeds which will cause trouble later.

### FITTING THE SOIL

Have the manure spread; the next step is thorough pulverization of the soil. Plow or spade to an even depth, in shallow soil six inches, in deep soil eight inches is not too much—but break evenly. Crop results depend greatly upon the breaking of the ground; a piece of ground unevenly broken cannot be brought into perfect, ideal condition.

Harrow thoroughly two or three times—do it again if you want to, you can't get it too fine for good results. We generally harrow with the furrows then diagonally each way. We then follow with a heavy roller. If you have no roller at hand a plank drag or "float," as we call it, will serve if heavily weighted. This firming of the ground is very important. It is almost impossible to set plants properly if the soil is not reasonably level and firm at the surface. Easy to do all this work at the beginning and it counts all the time your strawberry bed is there.

### "MARKING OUT" FOR PLANTS

Do it any way that will give you a straight, shallow mark to set by. Don't forget that a straight row means easy cultivation by and by. We use a light sled with three runners, one in the middle and one on each side, giving us rows four feet apart. It makes a very satisfactory implement for the purpose.

## SETTING THE PLANTS

Of course, you have been taking good care of them since you got them. If possible set them at once. If packed properly, as all ours are, they will be in first-class condition for setting when you take them out of the moss.

When your ground is thoroughly prepared, smooth as a floor and marked in rows, setting of the plants themselves is a simple operation but an important one. Do it yourself unless you can find some one who can do it better. A little practice makes the work easy and rapid. Take your plants in a basket or some other convenient carrier; moisten the roots. If the roots are very long they should be cut back two or three inches, depending on the size of the plant. The plant should be held by the upper part of the crown, make an opening with a dibble or spade just large enough for the roots, then lower the plant until the crown is even with the surface. Press the soil with your foot firmly to each side of the plant to close the entire opening. Don't leave any airholes to take out all the moisture and dry the roots.

## CULTIVATE THE STRAWBERRY BED

Cultivation should begin soon after the plants are set and repeated at least every eight or ten days. Clean and shallow cultivation is the watchword of the successful strawberry culture. You should cultivate as soon after rains as the ground is fit. The soil condition should always determine the time of cultivation. Don't allow a crust to form if possible. Weeds are a blessing in disguise—they compel you to cultivate. Don't forget the hoe.

## WHEN TO MULCH

Mulching the plants is one of the most important features to be considered and we cannot lay too much emphasis on this point. In Northernly latitudes where freezing and thawing begin early to alternate, as well as in those colder sections where freezing weather comes to stay awhile, mulch should be applied soon after the first hard freeze in the fall, but in the South where mulch is done to retain moisture and keep the fruit clean, it need not be done until shortly after the buds open.

Mr. E. W. Potter:—

Plants received. Would say Potter send out good plants. Never had plants go ahead as they have.

Yours,

EUGENE CLARK,  
Norfolk Co., Mass.  
May 2nd, 1921.

E. W. POTTER:—

Received the 3000 strawberry plants. They came in fine shape and I thank you very much for sending me such nice plants. I have them all planted at this writing. Thank you.

A. M. BAXTER,  
Westmoreland Co., Pa.

Mr. Potter:—

I am writing you again to tell you my plants came this morning and are already in the ground. They were in a fine condition. Thank you very much.

Respectfully,

MRS. F. W. JONES,  
Sangamon, Ill.  
April 29th, 1921.

April 15th, 1921.

## REMOVING THE BLOSSOMS

Strawberry plants that are set out this spring should not be allowed to bear fruit until the following spring. The blossoms should be pinched off, for to let them ripen fruit the first year would weaken the growth of the plants and is liable to kill them. Just as soon as you remove the blossom your plant starts to work building up a root system. The heavy, vigorous root system is essential to enable the plant to come to its fullest possibilities of production.

### NUMBER OF PLANTS REQUIRED TO SET AN ACRE

Distance	Plants	Distance	Plants	Distance	Plants	Distance	Plants
1 by 1 foot,	43,560	4 by 1 foot,	10,890	5 by 3 feet,	2,904	6 by 5 feet,	1,452
2 by 1 foot,	21,780	4 by 2 feet,	5,445	5 by 4 feet,	2,178	6 by 6 feet,	1,210
2 by 2 feet,	10,890	4 by 3 feet,	3,630	6 by 1 foot,	7,160	7 by 1 foot,	6,122
3 by 1 foot,	14,520	4 by 4 feet,	2,722	6 by 2 feet,	3,360	7 by 2 feet,	3,111
3 by 2 feet,	7,260	5 by 1 foot,	8,712	6 by 3 feet,	2,420	7 by 3 feet,	2,074
3 by 3 feet,	4,840	5 by 2 feet,	4,356	6 by 4 feet,	1,815	7 by 4 feet,	1,555

July 15th, 1921.

Mr. E. W. Potter, Leslie, Mich.  
Dear Sir:—

The plants we received from you in the spring came in good shape and have been doing nicely and we are wondering if you will have any plants for setting this August. Am anxious to get a bed made this month. So please let me know at your earliest convenience.

Respectfully,

WM. SELF, Audrian Co., Mo.

## TERMS, ADVICE, ETC.

*Our Shipping Season* begins with the southern orders, as soon as frost is out of the ground in spring, often in March. The sooner plants are set, before they get too large a growth, the better. We aim to set out plants in early April. If ordered late in the season, it is always best to name a second or third choice in case a variety is sold out, or leave it with us, stating soil conditions and other particulars. We will do our best to please you, but order early and have plants come early, if you can.

**TERMS.** *Cash with order*; but orders will be booked of one-fourth value is enclosed, the remainder to be sent before shipment. C. O. D. orders require one-fourth value with order. Send remittance at our risk by postoffice order, express money order, bank draft or registered letter. Stamps taken for parts of a dollar.

*Claims*, if any, must be made upon receipt of goods so that mistakes, should any have been made, may be promptly corrected. We take great pains to avoid mistakes, but should any error have been made, please notify us of the fact at once.

*Canadian Shipments* accompanied with invoice, owing to the duty, with charges guaranteed to avoid delay. Please do not send Canadian stamps.

*For our Responsibility* address with stamp the People's Bank, Leslie Mich., postmaster, express agent, or any official, professional or business man of the same place.

*We Grow our Plants in a New Place Each Season*, rotating with clover and other crops on good soil that is still new and capable of producing well balanced, best grade plants—the kind we advertise.

*We Maintain our Grade* by a careful selection of stock plants, and right method of propagation from year to year, that tend with such a soil to pro-



duce stock of the greatest health and vigor, striving for the ideal fruiting row and perfect fruit from any plants that may be left unsold.

*Our Plants Are Fresh* Dog as wanted, nicely trimmed ready for planting, carefully re-sorted and tied in bunches of 25; roots washed in cold water if necessary to make them clean, and packed with live moss in new handle baskets lined with oil paper, or in light ventilated crates, in such a manner that we *guarantee safe arrival in good condition by express or mail to all parts of the United States and Canada.* Plants by freight at buyer's risk.

*True to Name.* We take great pains to have stock true to name and hold ourselves ready upon proper proof to refund money or replace any that prove untrue; but it is mutually agreed that we shall not be liable for a greater sum than the amount paid for such stock.

*Our Prices* average lower than can be found elsewhere, when quality of stock and guarantee conditions are considered. Our references for responsibility are ample. You take no risk whatever. See elsewhere a certificate of health from the State Inspector of Nurseries, L. R. Taft. Read our unsolicited testimonials. We invite investigation at all times.

---

May 12th, 1921.

Dear Sir:—

My order of plants received in prime condition. Am pleased with them. Enclosed find money order for \$2.17 for 75 Plum Farmer, Raspberry plants. Please ship same by parcel post soon as possible and oblige.

A. C. CAMBURN, Eaton Co., Mich.





PRICE LIST—STRAWBERRIES

The prices by express, not prepaid.

500 at 100 Rate						50 at 100 Rate					
	12	25	100	250	1000		12	25	100	250	1000
Americus .....	\$0.30	\$0.45	\$1.30	\$5.00		Heritage .....	\$0.15	\$0.25	\$0.65	1.50	\$5.50
Abington .....	0.15	0.25	0.65	1.50	5.50	Haverland .....	0.15	0.25	0.65	1.50	5.50
Aroma .....	0.15	0.25	0.65	1.50	5.50	Howard No. 17 .....	0.35	0.60	1.00	2.25	8.00
Aug. Luther .....	0.15	0.25	0.65	1.50	5.50	Kellogg's Prize .....	0.15	0.25	0.70	1.60	6.00
Bubach .....	0.15	0.25	0.65	1.50	5.50	King Wealthy .....	0.40	0.75	1.50	3.00	10.00
Bederwood .....	0.15	0.25	0.60	1.35	5.00	Late Jersey Giant .....	0.15	0.30	1.00		
Brandy Wine .....	0.15	0.25	0.65	1.50	5.50	Marshall .....	0.15	0.25	0.65	1.50	5.50
Billy Sunday .....	0.15	0.25	0.65	1.50	5.50	Parson Beauty .....	0.15	0.25	0.65	1.50	5.50
Chesapeake .....	0.15	0.25	0.70	1.60	6.00	Pennell .....	0.15	0.25	0.60	1.35	5.00
Clyde .....	0.15	0.25	0.70	1.60	6.00	Progressive .....	0.30	0.50	1.00	4.00	15.00
Coriscan .....	0.15	0.25	0.65	1.50	5.50	Sample .....	0.15	0.25	0.65	1.50	5.50
Commonwealth .....	0.15	0.25	0.65	1.50	5.50	Stevens Late Ch'mp. ....	0.15	0.25	0.65	1.50	5.50
Cameron's Early .....	0.15	0.25	0.60	1.35	5.00	St. Louis .....	0.15	0.25	0.60	1.35	5.00
Collins .....	0.15	0.25	0.65	1.50	5.50	Senator Dunlap .....	0.15	0.25	0.60	1.35	5.00
Campbell's Early .....	0.15	0.25	0.70	1.60	6.00	Superb .....	0.30	0.45	1.30	3.25	12.00
Excelsior .....	0.15	0.25	0.60	1.35	5.50	Uncle Jim .....	0.15	0.25	0.65	1.50	5.50
Early Ozark .....	0.15	0.25	0.65	1.50	5.50	Warfield .....	0.15	0.20	0.60	1.35	3.00
Glen Mary .....	0.15	0.25	0.65	1.50	5.50	Wm. Belt .....	0.15	0.25	0.65	1.50	5.50
Gandy .....	0.15	0.25	0.70	1.60	6.00	Dr. Burrill .....	0.15	0.25	0.70	1.60	6.00
Gibson .....	0.15	0.25	0.70	1.60	6.00	Premier .....	0.15	0.30	0.75	1.80	7.00

Can furnish the varieties listed below in small quantities only—Price, dozen, 15c; 25, 30c; 100, \$1.00.

Buster	Great Scott	Minnetonka
Barrymore	Good Luck	Norwood
Chas. First	Helen, Davis	Orem
Climax	Hub	Oswego
Crescent	Joe Johnson	Williard
Dew	Joe	Parker Earl
Enhance	July	Paul Jones
First Quality	Jim Dumas	Ridgeway
Fendall	Klondike	Spring Dale Bty.
Fremont, Wm.	Lovett	Three W
Golden Gate	Marie	Uncle Joe

PLANTS BY PARCEL POST

Plants vary so much in weight, as some varieties make small plants while others make large, that it is impossible to give you the exact weight.

We have tried to give you an approximate estimate of the weight of different plants.

Packages weighing over 5 pounds going beyond the fifth zone will go cheaper by express.

Do not ask us to ship large orders by parcel post.

Be sure to send enough postage.

Fifty pounds can be shipped in the first and second zones, and twenty pounds to all other zones.

If you do not understand about the distance or rate, ask your postmaster.

	First pound or fraction	Each additional lb. or fraction
First zone, within 50 miles of Leslie, Mich .....	5c	1c
Second zone, 50 to 150 miles of Leslie, Mich .....	5c	1c
Third zone, 150 to 300 miles of Leslie, Mich. ....	6c	2c
Fourth zone, 300 to 600 miles of Leslie, Mich. ....	7c	4c
Fifth zone, 600 to 1000 miles of Leslie, Mich. ....	8c	6c
Sixth zone, 1000 to 1400 miles of Leslie, Mich. ....	11c	10c
Seventh zone, 1400 to 1800 miles of Leslie, Mich. ....	11c	10c
Eighth zone, all over 1800 miles of Leslie, Mich. ....	12c	12c

ESTIMATED WEIGHT OF PLANTS

50 Strawberry Plants .....	2 pounds
100 Strawberry Plants .....	4 pounds
100 Blackberry Plants .....	6 pounds
100 Raspberry Plants (Sucker) .....	6 pounds
100 Raspberry Plants (Tips) .....	8 pounds

### SEED CORN

An early variety known as Reid's Yellow Dent. An old and tested variety for the people who want corn that will ripen in about ninety days. Ears are large of handsome appearance, packed closely on the cob from but to tip. It is a heavy yielder and results will certainly please you. Shelled per pound 10c. If wanted by mail send postage.

### PECK'S EARLY POTATOES

An extreme drought here caused a very short crop of early potatoes, in fact this crop was nearly an extreme failure. We have only an limited amount which runs heavy to No. 2 size. Our stock is treated each season before planting. This wonderful early potatoe resembles the early Ohio in color and shape.

Bushel, No. 1 Stock, \$3.00

Bushel, No. 2 Size, \$2.00  
April 3rd, 1921.

E. W. Potter, Leslie, Mich.

Dear Sir:—

We have received our potatoes and they are just fine.

Respectfully,

MARY CERNY, Sangamon Co., Ill.

## Certificate of Nursery Inspection

THIS IS TO CERTIFY, That I have examined the nursery stock and premises of The E. W. Potter Co., Leslie, Mich., and find them apparently free from dangerous insects and dangerous contagious tree and plant disease.

This certificate to be void after July 31, 1922.

L. R. TAFT,

State Inspector of Nurseries and Orchards.  
Agricultural College, Mich., September 10, 1921.

April 16th, 1921.

Dear Sir:—

I am sorry to hear you are out of Aroma. I have ordered plants elsewhere and I don't like them nearly as well as your plants. Yours are always so nice and have done so well I wanted to test them with others on the ground, so it is with regret that I call in my order. Will order earlier in the future.

Respectfully,

C. W. CAMPBELL, Phelps Co., Mo.

April 4th, 1921.

Dear Sir:—

I received my strawberry plants April 1st and am highly pleased with them, could have sold them for double the cost.

Yours,

S. L. ZARING, Johnson Co., Ind.

# E. W. POTTER, Leslie, Mich.

## ORDER SHEET

Name .....	Amount Enclosed
P. O. ....	
Co. .... State.....	\$ .....
R. R. or Express Station .....	Please state whether in cash, stamps, money order, check or draft.
Sent by .....	
Send by .....	
Ship on or about .....	Date ..... 192...

If we are sold out of anything ordered, may we substitute? If so, what?.....  
(See note under plant price list.)

[illegible]

[illegible]

*Please write below the names and postoffice address of such of your friends as would be likely to send away from home for fruit plants.*

[illegible]





